



The Corporation of the Town of Orangeville

By-law Number 101 - 2014

A by-law to amend Sign by-law 28-2013 to regulate the use and erection of signs, canopies and other advertising devices.

Whereas By-law 28-2013 regulates the use and erection of signs, canopies and other advertising devices within the Town of Orangeville;

And whereas Council of the Corporation of the Town of Orangeville deems it expedient to amend By-law No. 28-2013, as amended;

Be it therefore enacted by the municipal council of The Corporation of the Town of Orangeville as follows:

1. That Section 7.7(b) of By-law 28-2013 be amended to read as follows:

Ground signs can incorporate up to 45% of the total sign display area as a readograph or electronic message display on lots with less than 30 m of highway frontage, or on lots with more than 30 m but less than 45 m of highway frontage up to a maximum of 40% of the total sign display area, or for Commercial lots only with more than 45 m of highway frontage up to a maximum of 33% of the total sign display area.

2. Section 7.7 add clause (d) to read as follows:

Ground signs incorporating readograph or electronic message display shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness in direct correlation with ambient light conditions.

3. Section 7.7 add clause (e) to read as follows:

Ground signs incorporating an electronic message display shall not contain a flashing or continuous scrolling message or image. Where the message is of other than scrolling script, the frequency of any image change shall not be less than every 7 seconds.

4. Sections 6.2(a)(vi), 6.5(a)(iv), 6.6(a)(iv), to be amended to add the following:

If the lot frontage of the property is less than 30 m, a second ground sign for the purpose of readograph or electronic message display will not be permitted.

5. Sections 6.2(a)(vi), 6.5(a)(iv), 6.6(a)(iv), to be further amended to include the following:

That the one additional ground sign permitted not exceed a height of 3 m.

6. Section 4.9 add clause (x) to read as follows:

Temporary signs, including bag signs and coroplast signs, with the exception of signage erected by community associations, charitable organizations, and non-profit corporations and with the exception of one temporary sign for a building contractor or home renovation operator working on site for a maximum 30 day period.

7. Section 3.19 change the definition name from Digital Signage to Digital Image Signage.

8. This by-law shall come into force and effect on the date of passing.

Passed in open Council this 8th day of December, 2014.



Jeremy D Williams, Mayor



Susan Greatrix, Clerk